

# Harvest Home Organics

**Location of Project:** Moravia, New York (Northeast Region)

**Purpose:** The main purpose of the project was to investigate market opportunities for a subscription delivery business in organic vegetables.

**Accomplishments:** Subscriptions were established with 12 households. Baskets of fresh vegetables, flowers, and herbs with a newsletter and recipes to try were all delivered as promised in the shareholders certificates.

**Lessons Learned:** The first baskets were delivered to subscribers in June, although they were not as full as had been hoped. Baskets in subsequent weeks were also sparse until second plantings were ready to harvest. The battle to harvest an adequate supply continued through July because of unfavorable weather conditions; the National Weather Service reported it had been the second coldest and wettest July in 100 years.

A final questionnaire was offered to community supported agriculture participants, and 6 out of the 12 respondents all were satisfied with the amount of vegetables and the quality of the delivery. Nonetheless, several respondents indicated that they definitely would not participate again.

**Conclusion:**

While the project manager believed the project was a worthwhile endeavor, it was a real challenge. Expenses exceeded the budget and more work than anticipated was required to provide a bountiful harvest in a less than perfect year. Upon reflection, the project manager concluded that future seasons should include working shares as an option, as the work involved in this type of endeavor is simply too much for one person to handle. Despite expectations that subscribers would voluntarily help work the farm, the reality was that most subscribers were uninterested in taking on the responsibility without any financial incentive.